AMENDMENTS TO THE CLAIMS:

Amendments to the Claims are made such that additions are underlined (_____), while deletions are in the strikethrough format, or double bracketed ([[ ]]) where strikethrough format would not adequately show the deletion.

This listing of claims will replace all prior versions and listings of claims in the application.

1. – 32. (Cancelled).

33. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a plurality of traffic consumer Web sites, comprising the steps of:

a) establishing a plurality of references for the plurality of traffic consumers on the at least one Web site of the traffic producer, the plurality of references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer from other traffic consumers of the plurality of traffic consumers;

b) receiving, at the traffic quality intermediary, user traffic data associated with the user traffic directed from the traffic producer;

c) directing, using a respective link, the user traffic through the traffic quality intermediary from the at least one traffic producer Web site to one or more of the plurality of traffic consumer Web sites;

d) determining, at the traffic quality intermediary, a quality ranking of the user traffic of each of the traffic consumers based upon the user traffic data received by the traffic quality intermediary and the unique identifier of the respective traffic consumer comprising the steps of:

i) comparing each of a plurality of traffic data parameters of the user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the plurality of traffic data parameters of the user,

ii) determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iii) weighting the deviation for each of the plurality of traffic data parameters of the user with a predetermined weight assigned to each of the plurality of traffic data parameters of the user, and

iv) combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) reporting the quality ranking of the respective traffic consumer.

34. (Currently Amended) A method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a plurality of traffic consumer Web sites, comprising the steps of:

a) establishing a plurality of references for the plurality of traffic consumers on the at least one Web site of the traffic producer, the plurality of references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer from other traffic consumers of the plurality of traffic consumers;

b) receiving, at the traffic quality intermediary, user traffic data associated with the user traffic directed from the traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) directing, using the respective link, the user traffic through the traffic quality intermediary from the at least one traffic producer Web site to one or more of the plurality of traffic consumer Web sites;

d) determining, at the traffic quality intermediary, a quality ranking of the user traffic of the respective traffic consumer based upon the user traffic data received by the traffic quality intermediary and the unique identifier of the respective traffic consumer comprising the steps of:

i) aggregating at least one traffic data parameter of the user traffic data,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic data,

v) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters and if a deviation is normalized, using the normalized deviation for the weighting, and

vi) combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) reporting the quality ranking of the respective traffic consumer.

35. (Currently Amended) A method of determining a quality ranking of user traffic associated with a plurality of users, each user directed from a traffic producer Web site to a plurality of traffic consumer Web sites, comprising the steps of:

a) establishing a plurality of references for the plurality of traffic consumers on the traffic producer Web site, the plurality of references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer from other traffic consumers of the plurality of traffic consumers;

b) receiving, at the traffic quality intermediary, user traffic data associated with each user of the user traffic directed from the traffic producer, the user traffic data for each user comprised of a plurality of traffic data parameters;

c) directing, using a respective link, the user traffic through the traffic quality intermediary from the traffic producer Web site to one or more of the plurality of traffic consumer Web sites;

d) determining, at the traffic quality intermediary, a quality ranking of the user traffic of each of the traffic consumers based upon the user traffic data received by the traffic quality intermediary and the unique identifier of the respective traffic consumer comprising the steps of:

i) aggregating the user traffic data for each traffic data parameter,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic data,

v) weighting the normalized deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters, and

vi) combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) reporting the quality ranking of the respective traffic consumer.

36-41. (Cancelled).

42. (Previously Presented) A system of determining a quality ranking of user traffic directed from at least one traffic producer Web site to traffic consumer Web sites, comprising:

a) means for establishing references for the traffic consumers on the at least one Web site of the traffic producer, the respective one or ones of references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer

from other traffic consumers of the traffic consumers;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer;

c) means for directing, using a respective link, the user traffic through the traffic quality intermediary from the at least one traffic producer Web site to one or more of the traffic consumer Web sites;

d) at least one computer for determining, at the traffic quality intermediary, a quality ranking of the user traffic of the respective traffic consumer based upon the user traffic data and a corresponding unique identifier of the respective traffic consumer that carries out the steps of:

i. comparing each of a plurality of traffic data parameters of the user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the plurality of traffic data parameters of the user,

ii. determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iii. weighting the deviation for each of the plurality of traffic data parameters of the user with a predetermined weight assigned to each of the plurality of traffic data parameters of the user, and

iv. combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) means for reporting the quality ranking of the respective traffic consumer.

43. (Previously Presented) A system for determining a quality ranking of user traffic directed from at least one traffic producer Web site to a plurality of traffic consumer Web sites, comprising:

a) means for establishing a plurality of references for the plurality of traffic consumers on the at least one Web site of the traffic producer, the plurality of

references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer from other traffic consumers of the plurality of traffic consumers;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) means for directing, using a respective link, the user traffic through the traffic quality intermediary from the traffic producer Web site to the plurality of traffic consumer Web sites;

d) at least one computer for determining, at the traffic quality intermediary, a quality ranking of the user traffic of each of the traffic consumers based upon the user traffic data received and the unique identifier of the respective traffic consumer that carries out the steps of:

i) aggregating at least one traffic data parameter of the user traffic data,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iv) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters, and

v) combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) means for reporting the quality ranking of the respective traffic consumer.

44. (Previously Presented) A system for determining a quality ranking of user

traffic directed from at least one traffic producer Web site to a plurality of traffic consumer Web sites, comprising:

a) means for establishing a plurality of references for the plurality of traffic consumers on the at least one Web site of the traffic producer, the plurality of references each including a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify a respective traffic consumer from other traffic consumers of the plurality of traffic consumers;

b) at least one computer for receiving at the traffic quality intermediary user traffic data associated with the user traffic directed from the traffic producer, the user traffic data comprised of a plurality of traffic data parameters;

c) means for directing, using a respective link, the user traffic through the traffic quality intermediary from the traffic producer Web site to the plurality of traffic consumer Web sites;

d) at least one computer for determining a quality ranking of the user traffic based upon the user traffic data and the unique identifier of the respective traffic consumer that carries out the steps of:

i) aggregating at least one traffic data parameter of the user traffic data,

ii) comparing each of the plurality of traffic data parameters of the aggregated user traffic data against a baseline group, the baseline group comprising a respective baseline for each of the user traffic data parameters,

iii) determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison,

iv) normalizing the determined deviation for at least one of the plurality of traffic data parameters of the user traffic data,

v) weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters and if the deviation is normalized, using the normalized deviation for the weighting, and

vi) combining each of the weighted deviations to arrive at the traffic quality ranking of the respective traffic consumer; and

e) reporting the quality ranking of the respective traffic consumer.

45. – 54. (Canceled).